



Building brand you

Carl Reader

OWN
THE
FUTURE

Rules of the game

This is an interactive workshop!

- Please contribute both your own ideas and constructively help others
- This isn't a seminar, so please be prepared to get stuck into the activities
- During my mini-sessions between activities, try to find your own examples (*for example, when I talk about my 'USP', allow your mind to wander off as you think about your own*)
- By the end of the session, aim to have a long list of actions to take away
- This will **only** work as a safe space for everyone – please respect confidentiality

A woman with blonde hair in a ponytail, wearing a dark jacket with a white fur collar, is shown in profile, looking towards the right. In the foreground, the back of another person's head with blonde hair in a ponytail is visible. The background is a blurred crowd of people, with some green and blue lights visible, suggesting an outdoor event at night.

Get to know
your table...!

#QBConnect | WiFi: QBConnect

Today's speaker



Carl Reader
@CarlReader

(So, I guess this is my safe space to share all! 😊)

Workshop Activity 1

Breakout discussion and brainstorm, to create an action plan

- Clarify your vision (*e.g. I want to be the leading voice for xxx*)
- Identify your personal values (*e.g. integrity, clarity and passion*)
- Set some broad tangible goals (*e.g. radio interview, press coverage, writing a book*)
- Set some interim activities (*a braindump of what you can do to move towards goals*)

REMEMBER: Your job today is to create an action plan for tomorrow!

Workshop Activity 2

Breakout discussion – each table member to

- Share their current USP – why and how they are different
- Allow feedback from the rest of the table, which can be:
 - Requires some soul-searching
 - How about tweaking it to ...
 - Great – no more work needed!

REMEMBER: Your job today is to create an action plan for tomorrow!

Workshop Activity 3

Individual work, to create an action plan

- Research outlets (*trade press, radio, social media, online communities*)
- Identify key influencers (*journos, key people, businesses to partner with*)
- Create an task list (*think: to do item, volume of activity, deadline*)
 - *These don't all have to be specific tasks: they might be “research XYZ further”*
 - *Make sure you capture everything, even if it's as simple as “buy a new microphone”*

REMEMBER: Your job today is to create an action plan for tomorrow!

Now what...?

Thank you for your efforts!

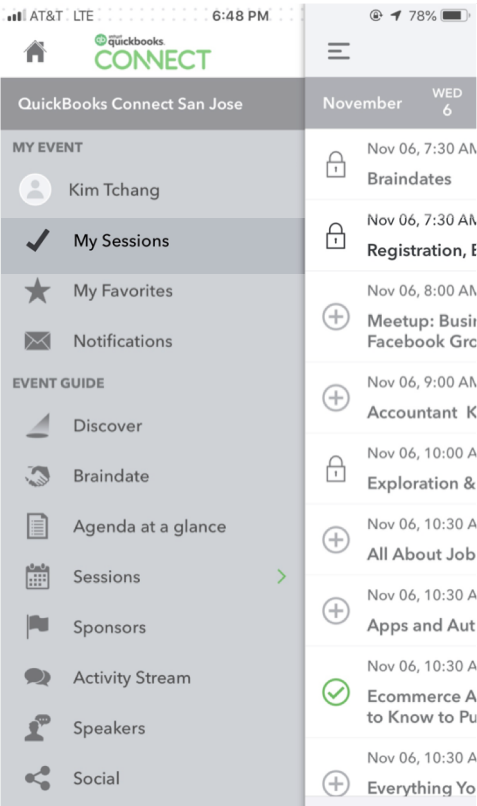
- Commit a date in your diary to refine and plan
- Stay in touch - @CarlReader
- I'm around for questions afterwards

REMEMBER: Your job today is to create an action plan for tomorrow!

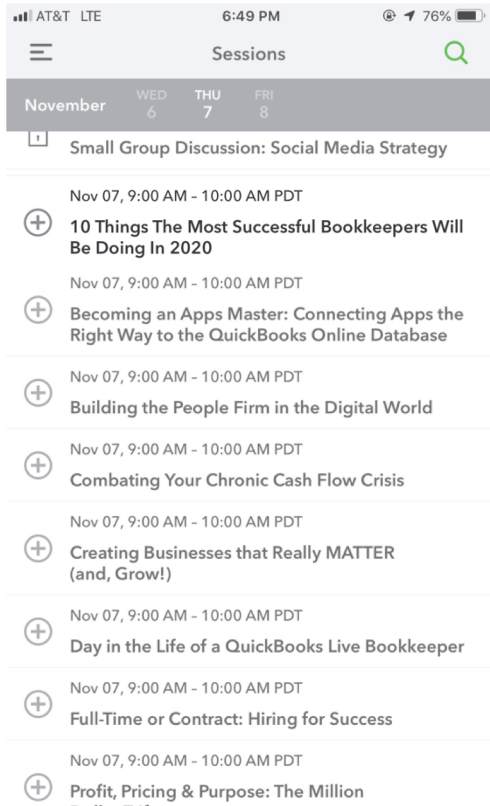
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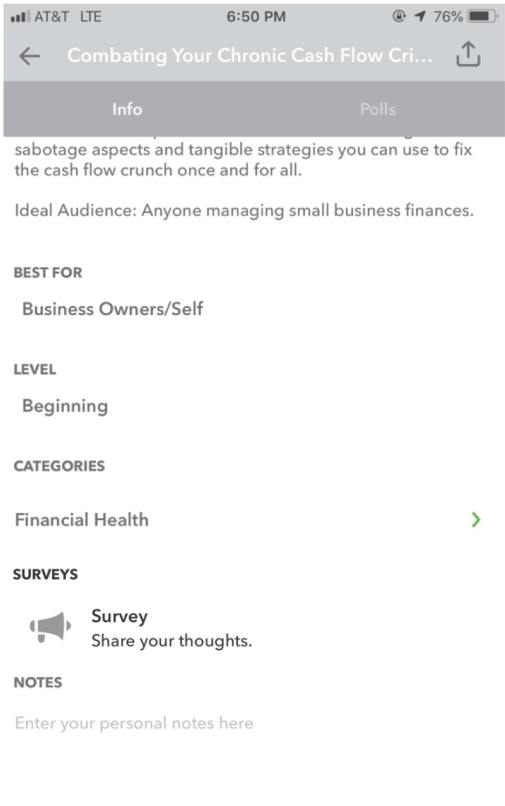
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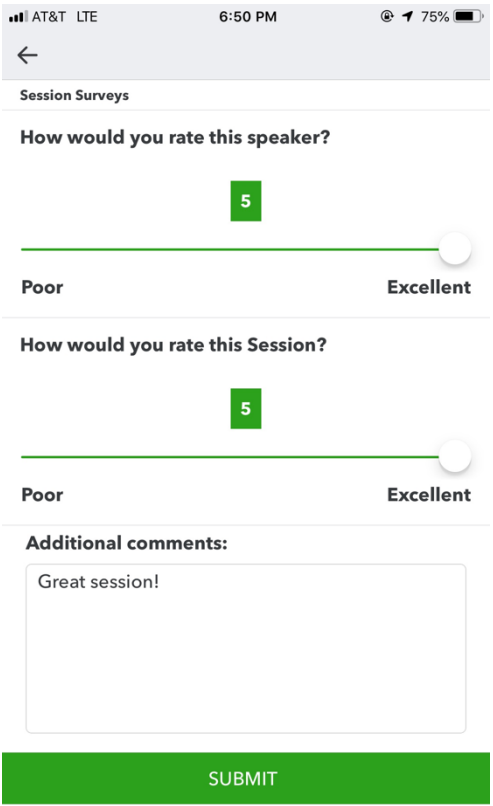
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- 1. Find the session on the agenda
- 2. Select + for more information
- 3. Download PDF of slides and/or supplemental material

<https://quickbooksconnect.com/agenda/>



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Print Agenda

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Search for sessions

Filters:

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Organizational Culture

Technology Training

Advisory

Financial Health

Expand all +

7:30-9:00 am

Registration, Breakfast & Exploration

7:30-10:30 am

Braindates

New this year, you can use Braindates to book time with fellow attendees, expert consultants and the QuickBooks support team. [Learn more.](#)

Best for: All Audiences

CPE Hours: not eligible

8:00-8:30 am

Yoga

+

8:00-8:45 am

Breakout Sessions

Small Business Meetup: Relationship Marketing and the Power of Human Connection

+

Small Group Discussion: Social Media Strategy

+

Small Group Discussion: Showing up - Why What You Wear Matters

+

Small Group Discussion: Build Your Dream Bookkeeping firm

+



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